

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Ronald M. PERKES, et al
Title: NEW-MEDIA MONETARY
ENGINE BUSINESS METHOD
Appl. No.: Unassigned
Filing Date: October 18, 2001
Examiner: Unassigned
Art Unit: Unassigned

PRELIMINARY AMENDMENT

Commissioner for Patents
Box Patent Applications
Washington, D.C. 20231

Sir:

Prior to examination of the present Application, Applicant respectfully requests that the above-identified prior application be amended as follows:

In the Claims:

Please amend claims 22-29 as follows, whereby these claims are now renumbered as claims 21-28: The changes to these claims are provided in a section entitled "Version With Changes Shown":

21. (Amended) A method of providing information according to claim 16, further comprising:

displaying the information on a status bar, wherein the information is a current credit account balance of a remaining amount of credits and/or coupons of the consumer.

22. (Amended) A method of providing information according to claim 16, further comprising:

displaying targeted advertising initiated by a program sponsor or a participating retailer.

23. (Amended) A method of providing information according to claim 22, wherein the targeted advertising is provided by the program sponsor or the participating retailer.

24. (Amended) A method of providing information according to claim 3, wherein the targeted advertising is content-specific advertising that is displayed on the status bar.

25. (Amended) A method of providing information according to claim 22, wherein the targeted advertising is displayed on a content portion of the display which displays the content to the consumer.

26. (Amended) A method of providing information according to claim 25, wherein the targeted advertising is or content-specific advertising geographic-location-specific advertising.

27. (Amended) A method of providing information according to claim 20, wherein the display of the information is continuously updated to reflect accumulation and/or use of credits and/or coupons by the consumer.

28. (Amended) A method of providing information according to claim 22, wherein the targeted advertising is displayed as being superimposed on a content portion of the display which displays the content to the consumer.

REMARKS

By way of this preliminary amendment, claims 22-29 have been renumbered as claims 21-28, since it was recently found that there was no claim 21 in the application.

Respectfully submitted,

Date: October 18, 2001

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VERSION WITH CHANGES SHOWN:

IN THE CLAIMS:

[22] 21. (Amended) A method of providing [information] information according to claim 16, further comprising:

displaying the information on a status bar, wherein the information is a current credit account balance of a remaining amount of credits and/or coupons of the consumer.

[23] 22. (Amended) A method of providing information according to claim 16, further comprising:

displaying targeted advertising initiated by a program sponsor or a participating retailer.

[24] 23. (Amended) A method of providing information according to claim [23] 22, wherein the targeted advertising is provided by the program sponsor or the participating retailer[.,].

[25] 24. (Amended) A method of providing information according to claim [24] 23, wherein the targeted advertising is content-specific advertising that is displayed on the status bar.

[26] 25. (Amended) A method of providing information according to claim [23] 22, wherein the targeted advertising is displayed on a content portion of the display which displays the content to the consumer.

[27] 26. (Amended) A method of providing information according to claim [26] 25, wherein the targeted advertising is or content-specific advertising geographic-location-specific advertising.

[28] 27. (Amended) A method of providing information according to claim 20, wherein the display of the information is continuously updated to reflect accumulation and/or use of credits and/or coupons by the consumer.

[29] 28. (Amended) A method of providing information according to claim [23] 22, wherein the targeted advertising is displayed as being superimposed on a content portion of the display which displays the content to the consumer.